

**Utah Office of Tourism
Board Meeting
Thursday, December 11, 2008 – 10:00 a.m.
Hilton Salt Lake City Centre
255 S. West Temple
Granite Conference Center – 1st Floor
Salt Lake City, UT**

Present

Board Members

Kim McClelland
John Holland
Steve Lindburg
Georgianna Knudson
Colin Fryer

Bill Malone
Pam Hilton
Steve Burr
Jeff Robbins
Bob Bonar

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Jim Buchanan
Rebecca Katz

Barbara Bloedorn
Tracie Cayford
Sophia DiCaro Goodick
Patti Denny

Guest

Pat Holmes
Jeremy Chase
Steve Driggs
Brock Vergakis
Nathan Rafferty
Rick Maw
Raelene Davis
Chris Newton
Danny Richardson

Salt Lake CVB
Struck Creative
Struck Creative
Associated Press
Ski Utah
Utah.com
Ski Utah
Go Travel Sites
UTIC

Welcome

Kim called the meeting to order and welcomed the staff, board members and guests attending. He asked that everyone in the room introduce themselves.

Kim and the board as well as staff and visitors extended their congratulations to Dr. Steve Burr who recently received both a Western Regional and National award from the National Association of Community Development Extension Professionals (NACDEP) at the Galaxy III Conference.

Minutes

MOTION: Pam Hilton made a motion to approve the minutes of the November 13th board meeting held in Salt Lake. Jeff Robbins seconded the motion and it passed unanimously.

Coop Marketing Committee Report

John Holland gave a brief summary of three special opportunity cooperative marketing applications that had been received by the coop committee and were being recommended for funding. These applications included; Utah Ski & Snowboard Association for \$85,500 to buy television advertising in the Los Angeles market, Park City Chamber of Commerce/CVB for \$13,200 to promote the Aero Mexico non-stop flight from Mexico City to Salt Lake City and San Juan County Visitor Services for \$3,000 to increase awareness of the Delta Air Lines non-stop flight from Salt Lake to Paris.

MOTION: After some discussion by the board regarding funding the above mentioned applications, Steve Lindburg made a motion to designate \$80,000 from the winter media campaign budget to help supplement the Ski Utah Coop application. Bill Malone seconded the motion. The motion passed unanimously.

MOTION: John Holland provided detailed information regarding the Utah Ski & Snowboard Association application. After a brief discussion by the board, Pam Hilton made a motion to approve the Utah Ski & Snowboard Association application for \$85,500 as presented. Bob Bonar seconded the motion and it passed unanimously.

MOTION: John provided some detailed information regarding the Park City Chamber of Commerce application. Following some discussion by the board, Bob Bonar made a motion to approve the application in the amount of \$13,200 as presented. Steve Lindburg seconded the motion and it passed unanimously.

MOTION: John gave some details regarding the San Juan County Visitor Services application for \$3,000. Pam Hilton made a motion to approve the application as presented. Jeff Robbins seconded the motion and it passed unanimously.

Marketing Committee Report

AAA: Steve Lindburg gave a brief summary of the AAA proposal which would replace a Madden insert. The proposal would be funded out of the non winter marketing campaign funds for a print campaign and offer a one to one coop to our partners on buying advertising in the AAA vehicle.

MOTION: After some discussion Steve made a motion to authorize \$35,320 to initiate the AAA campaign. His motion also included moving \$15,150 from the TMPF fund to the Coop Marketing Fund to cover all of the potential coop matching funds if AAA is successful in selling all of the space in the 2 productions. Georgianna seconded the motion. After some further discussion by the board the motion passed unanimously.

Other Marketing Items: Steve Lindburg briefly discussed changing the flight of the non winter media buy from March to April due to the economy as well as pulling Seattle from the media buy and splitting the money planned for Seattle between Denver, LA & Phoenix. The marketing committee will work with Blitz on the best way to make the shift. Steve also indicated that there is one coop campaign that has designated coop dollars for a Seattle campaign based on the states buy. Steve asked that the coop committee look at the policies to see if they could give some flexibility to previously approved coop programs that are changed by the board in scope.

The Coop committee will meet at a later date to discuss the possible change.

Struck Creative Presentation: Jeremy and Steve of Struck Creative presented a rough cut of 3 non-winter TV commercials. Steve indicated that they shot a lot of B-roll while they were out shooting the commercials.

Dave Williams expressed appreciation to the marketing committee and Struck for their hard work and long hours they have put in on behalf of the UOT and the state.

Domestic PR Report

Leigh gave a brief domestic PR update and referred the board to the November activity report in their packets prepared by Lou Hammond for their review. She also briefly discussed the first PR event in New York that Leigh and Nathan Rafferty had attended in November and the contacts they made during that event. Leigh also referred the board to some magazine articles in their packets.

Tracie indicated that one of the account managers from Lou Hammond is in town this week with Clayton from our office visiting Utah ski resorts. There were 8 hot tips in the month of November.

Travel/Trade Report

China: Tracie and Leigh gave a brief update on the 2008 China International Travel Mart and the China-US Tourism Directors Summit held in Shanghai in November. Tracie gave a power point presentation providing statistics on visitation from China. At the travel mart the UOT met with more than 200 tour operators and media. The UOT partnered with Western Leisure in the U.S. Pavilion.

FAM Tours: Patti gave a brief update on the World Travel Market. She also gave a brief presentation regarding the 2008 FAM schedule. The UOT has hosted 73 FAMS in 2008 with 277 participants. Key international markets are Australia, Belgium, Brazil, Canada, China, France, Germany, Israel, Italy, Japan, Mexico and the UK.

NTA: Rebecca from the UOT gave an update on the National Tour Association Annual Convention held in Pittsburgh in November. Dave Williams and Rebecca Katz attended the event. There were over 40 people in the Utah Delegation. The UOT conducted 34 appointments and attended events and networked with tour operators during the week and hosted a post caucus.

Director's Report

Leigh and the board briefly discussed the 2009 board meeting schedule. After some discussion, the board agreed that they would meet the second Thursday of the month except during the Governor's Economic Summit in March, the board retreat in April & the Tourism Conference in May.

Leigh also referred the board to a calendar of events in their packets.

Kim reminded the board to be sure to visit their legislatures and remind them of the importance of investing in tourism in the present and in the future.

The next board meeting will be held Thursday, January 8th in Salt Lake.

Meeting adjourned.